

## ORDER



**Orders**  
**Order / Rev:** 722022  
**Alt Order #:** 06371765  
**Product Desc:** HOUSE MAJORITY PAC  
**Estimate:** 2034  
**Flight Dates:** 10/30/12 - 11/12/12  
**Original Date / Rev:** 11/05/12 / 11/05/12  
**Order Type:** Political

## KARE

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Waterfront Strategies/ POL  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave Ste 800  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** House Majority PAC  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/US House  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	79	\$102,700.00	\$87,295.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	79	\$102,700.00	\$87,295.00	0.00
<b>Totals</b>	<b>79</b>	<b>\$102,700.00</b>	<b>\$87,295.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	10/30/12	11/05/12	M-F 1-2p Rachel Ray	CM	1P-2P	MTWTF--	:30	6	\$250.00	P-2	0.00	NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--			6		\$250.00		0.00				
2	KARE	10/30/12	11/05/12	M-F 10-1035p KARE News 10p	CM	10-1035p	MTWTF--	:30	2	\$3,250.00	P-2	0.00	NM	2	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--			2		\$3,250.00		0.00				
3	KARE	10/30/12	11/05/12	Tonight Show Tonight Show	CM	1035pm-1135pm	MTWTF--	:30	5	\$850.00	P-2	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--			5		\$850.00		0.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
		3	KARE	10/30/12-11/05/12	Tonight Show	1035pm-1135pm	MTWThF----	:30		<del>(\$850.00)</del>		0.00	NM		
		Credited													
4	KARE	10/30/12	11/05/12	Days of Our Lives Days of Our Lives	CM	12-1p	MTWTF--	:30	7	\$350.00	P-2	0.00	NM	7	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--			7		\$350.00		0.00				

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	KARE	10/30/12	11/05/12	Days of Our Lives Days of Our Lives	CM	12-1p	MTWTF--	:30	7	\$350.00	P-2	0.00	NM	7	\$2,450.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 10/30/12    11/05/12    MTWTF--                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      7    \$350.00    0.00                 </div> </div>															
<div> <div> <u>Spot</u>    <u>Ch</u>    <u>Date Range</u>    <u>Description</u>    <u>Start/End Time</u>    <u>Weekdays</u>    <u>Length</u>    <u>Rate</u>    <u>Rtg</u>    <u>Type</u> </div> <div>                     5 KARE 10/30/12-11/05/12 Days of Our Lives 12-1p MTWThF---- :30 <del>(\$350.00)</del> 0.00 NM                 </div> <div>See MG 4.8</div> </div>															
<div> <div>                     8 KARE 11/06/12-11/06/12 M-F 11-1130a 11-1130a -T----- :30 \$350.00 0.00 NM                 </div> <div>                     MG for 4.5 11/05                      [1 FOR 1]                 </div> </div>															
5	KARE	10/30/12	11/05/12	M-F 2-3p The Doctors	CM	2P-3P	MTWTF--	:30	6	\$350.00	P-2	0.00	NM	6	\$2,100.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 10/30/12    11/05/12    MTWTF--                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      6    \$350.00    0.00                 </div> </div>															
6	KARE	10/30/12	11/05/12	M-F 3-4p DR OZ	CM	3-4p	MTWTF--	:30	6	\$500.00	P-2	0.00	NM	6	\$3,000.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 10/30/12    11/05/12    MTWTF--                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      6    \$500.00    0.00                 </div> </div>															
7	KARE	10/30/12	11/05/12	M-F 4-430p KARE 11 4 News	CM	4-430P	MTWTF--	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 10/30/12    11/05/12    MTWTF--                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      1    \$400.00    0.00                 </div> </div>															
8	KARE	10/30/12	11/05/12	M-F 430-5p Jeopardy	CM	430-5P	MTWTF--	:30	6	\$1,500.00	P-2	0.00	NM	6	\$9,000.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 10/30/12    11/05/12    MTWTF--                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      6    \$1,500.00    0.00                 </div> </div>															
9	KARE	10/30/12	11/05/12	M-F 5-530p KARE 11 5 News	CM	5-530p	MTWTF--	:30	4	\$2,000.00	P-2	0.00	NM	4	\$8,000.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 10/30/12    11/05/12    MTWTF--                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      4    \$2,000.00    0.00                 </div> </div>															
10	KARE	10/30/12	11/05/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MTWTF--	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 10/30/12    11/05/12    MTWTF--                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      2    \$2,000.00    0.00                 </div> </div>															
11	KARE	10/30/12	11/05/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	MTWTF--	:30	5	\$2,250.00	P-2	0.00	NM	4	\$9,000.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 10/30/12    11/05/12    MTWTF--                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      5    \$2,250.00    0.00                 </div> </div>															
<div> <div> <u>Spot</u>    <u>Ch</u>    <u>Date Range</u>    <u>Description</u>    <u>Start/End Time</u>    <u>Weekdays</u>    <u>Length</u>    <u>Rate</u>    <u>Rtg</u>    <u>Type</u> </div> <div>                     1 KARE 10/30/12-11/05/12 M-F 630-7p 630pm-7pm MTWThF---- :30 <del>(\$2,250.00)</del> 0.00 NM                 </div> <div>Credited</div> </div>															
12	KARE	10/30/12	11/05/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 10/30/12    11/05/12    MTWTF--                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      3    \$1,000.00    0.00                 </div> </div>															
13	KARE	10/30/12	11/05/12	M-F 9-10a TODAY	CM	9-10a	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 10/30/12    11/05/12    MTWTF--                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      5    \$400.00    0.00                 </div> </div>															
14	KARE	11/05/12	11/12/12	Mon Prime THE VOICE	CM	658-9P (6:58 PM-9:00 PM)	M-----	:30	2	\$8,500.00	P-2	0.00	NM	2	\$17,000.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 11/05/12    11/11/12    M-----                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      2    \$8,500.00    0.00                 </div> </div>															
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 11/12/12    11/18/12    -----                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      0    \$0.00    0.00                 </div> </div>															
15	KARE	11/03/12	11/03/12		CM	10pm-1030pm	-----S-	:30	1	\$3,250.00	P-2	0.00	NM	1	\$3,250.00



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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
25	KARE	11/04/12	11/04/12	Post NFL Late News Post NFL Late News	CM	1030=1105p	-----S	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1			\$4,000.00			0.00			
26	KARE	11/04/12	11/04/12	MN Bound MN Bound	CM	1105p-1135p	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1			\$1,500.00			0.00			
27	KARE	11/04/12	11/04/12	Vikings Special Vikings Special	CM	Va (10:00 AM-10:30 AM)	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1			\$2,500.00			0.00			
28	KARE	11/02/12	11/02/12	Fri Prime Fri Prime	CM	Fri Prime (6:58 PM-8:00 PM)	----F--	:30	2	\$1,550.00	P-2	0.00	NM	2	\$3,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		2			\$1,550.00			0.00			
N29	KARE	11/06/12	11/06/12	M-F 1130a-12p Jeopardy	CM	1130a-12p	-T-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	11/05/12	11/11/12	-T-----		1			\$1,200.00			0.00			
													Totals	79	\$102,700.00